

## **CODE OF GOOD PRACTICES FOR THE USE OF SOCIAL NETWORKS**

At Healthcare Activos we are aware of the increasing importance of social networks. The emergence of these platforms means a transformation in the way we communicate, facilitating the exchange of information, ideas and knowledge.

However, this potential brings with it a great responsibility because, although their use is individual, our activity can have direct implications on the organisations we are part of, especially in our company.

This Code of Good Practice is intended to provide guidance for all members of Healthcare Activos in the use of their social networks, so that we can contribute to the public debate in a positive way and add value.

1.- **Update your profile** to make it consistent and realistic. In professional networks, make sure that your profile matches your corporate status (position, functions, dates, etc.). Your profile is your virtual business card. Keep your personal social network accounts "private".

2.- **Avoid anonymity.** Always act in your own name and identify yourself. Remember that you can only speak on behalf of Healthcare Activos when you are expressly authorised to do so.

3.- **Think before you post.** Take a minute to think about whether what you are going to post or disseminate might have a direct or indirect impact on the company, your colleagues or third parties linked to it. Content remains on the Internet for years. Ask yourself if you will feel comfortable with it in the future.

4.- **Be aware of how widespread** the content you publish can be. The multiplier effect of these platforms is unlimited and transcends your direct contact group. Keep this in mind when choosing the subject matter and language you use.

5.- **Avoid entering into controversy.** Do not participate in or respond to criticism or controversy related to the company, its stakeholders or the sector. Report these situations internally when you become aware of them so that the appropriate actions can be taken from the corporate communication area. Do not generate content that may be compromised, offensive or sensitive for your audience (bear in mind point 4).

6.- **Respect the legality, confidentiality and Code of Ethics** of Healthcare Activos. Do not reveal information for internal or confidential use, of the company or third parties, to which you have had access according to your position.

7.- **Confirm the veracity of what you publish.** Do not spread unofficial information or rumours. Do not contribute to generate fake news.

8.- **Observe appropriate behaviour.** Act in the virtual world as you would in the real world, according to your position and responsibility. Behave as you do on a daily basis with your team, customers and suppliers.

In a nutshell,

**PROTECT YOUR REPUTATION AND HEALTHCARE ACTIVOS' REPUTATION**